



We do  
climbing walls  
and we love it!

# DREAMWALL

Dream it.  
Build it.  
Climb it.

**01**

**DREAMWALL**  
Our Story. Our People. Our Values.

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**FACTORY**  
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From the Kitchen and the Heart

01





# DREAMWALL

Our Story. Our People.  
Our Values.

# 01

Meet Dreamwall, where expertise meets the passion for climbing. We are a team of highly experienced professionals who specialize in the design, manufacturing, and installation of artificial climbing walls.

We get what a climber truly dreams of, and that's exactly what we deliver – dreamwalls made with dedication and precision.

It's simple. We are climbers who love to build climbing walls.

# Our Approach

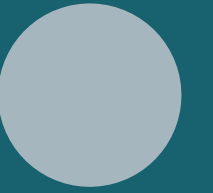
We believe in open, **honest communication**.

As climbers ourselves, we understand the unique nuances of the sport, and our deep expertise in the field is what sets us apart. That is why we would love to share our **knowledge** and guide you in bringing your **dream project** to life.

Using **cutting-edge technologies** and materials, we create durable, high-quality climbing walls. But, most importantly, we design them to create **unforgettable climbing experiences**.

We are constantly striving for the perfect texture, the best non-marking surface, and the most **optimized and cost-effective solution** for the wall of your dreams.





# FACTORY

Where Dreamwalls  
Come to Life

# 02

**Dreamwall's new** home is located in Ihtiman, Sofia District, Bulgaria.

The 18,000 sq.m. facility is well-equipped and functionally organized, including a 2,900 sq.m. storage building, a 5,000 sq.m. production area, administrative buildings, and two loading lots.

**The production facility** is carefully thought out, with focus and significant investments towards environmentally friendly systems that **minimize any negative environmental impact.**





**Our Team** is the core of our success – knowledgeable, well-trained, and working in a warm, supportive environment. We genuinely care for our people, working hand-in-hand to grow their expertise and refine the technological details of our work together. Most importantly, our production facility is **personally managed** by the founders of the company – a guarantee that every single operation in the factory is supervised by the most precise eye.





# Services

## DESIGN

Our design journey begins with a thorough analysis of the space. We focus on the needs and function first and then create a state-of-the-art vision of the wall's topography to provide the best climbing experience possible.

## ENGINEERING

All our structures meet both international and local safety and quality standards. Our expertise knows no limits when it comes to design, allowing us to satisfy any requirements. Our approach allows us to create structures that fit even in the most challenging building environments. We know how to do it all – from traverse walls to enormous self-standing outdoor towers.

## PROJECT MANAGEMENT

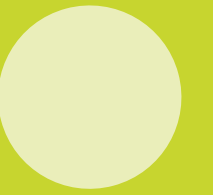
The perfect planning guarantees that the end result exceeds your expectations.

Our team takes care of every detail throughout the process, all while keeping you well-informed on the progress. We will make sure that every stage of the project is accomplished within the project's timeline.

## INSTALLATION

Our highly skilled installation team will ensure all the pieces of the puzzle fit together perfectly.

We guarantee a fast and sufficient process that fully complies with health, safety, and construction regulations.



# TECH SPEC

Features. Components. Safety.

# 03

At Dreamwall, we're dedicated to creating climbing walls that both you and we can take pride in.

Our confidence lies in our great attention for technical details – we aim for perfection till the last nut and bolt of your project.

From the initial design phase to the final steps of construction, we prioritize the elements that ensure safety, durability, and resilience.

Our dedication to quality leaves no room for compromise.



# Panels

## TEXTURE

Our panels are made of 21 mm birch plywood covered with **non-marking texture**. Our coating technology provides **balanced friction**, which guarantees a great climbing experience and easy-to-clean shoe marking ability.

## COLORS

A **desired custom color** or any color from the classic RAL chart in **bright and solid tone** is what Dreamwall offers. Our **innovative technology** gives a **precise transition** in custom colored panels to meet any **brave design request**. A printed image or branding can be applied to the climbing wall panels.



**NO BLIND SPOTS  
IN T-NUTS PATTERN**

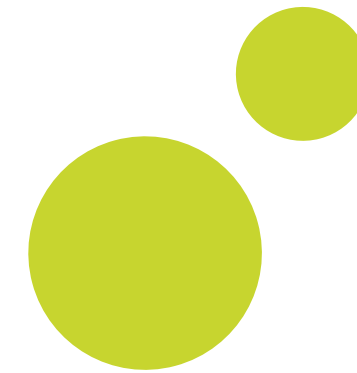


**BALANCED  
NON-MARKING  
TEXTURE**



**PERFECT  
COLOR TRANSITION**

# Safety Features



## T-NUTS

Our rope wall panels are produced with 30 T-nuts per sq. m., and boulder walls - with 40 T-nuts per sq.m., fixed with 2 pieces of 4.2 mm thick screws each. Stainless steel option is available for outdoor projects.



## TOP ROPE PLATE

All rope walls are equipped with a stainless-steel Top Rope Plate mounted on top of the climbing route for top rope and lead rope climbing. It keeps carabiners and the rope at a distance from the wall, preventing friction between the rope and the wall.



## LEAD U – BOLTS

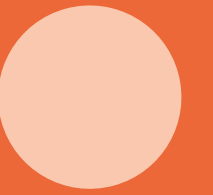
Our lead walls are equipped with stainless steel u-bolt hardware with two points of attachment that provide safety for climbers and preserve the quick links.



## ROPE PROTECTION

In order to reduce rope friction and prolong rope lifespan, we put a thin metal strip of 5 mm on all protruding angles of our climbing walls.

04



# PROJECTS

From Dream To Reality

# 04

Our mission is to make your vision come to life - no matter how bold your dreamwall is, we are here to take the challenge.

Lead walls, boulders, outdoor towers, or any sort of self-standing structure - if you dream it, we can do it. Explore some of our favorite projects, and gather inspiration for your own.



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 **AUSTRIA**

**ISCHGL** - Ischgl  
**COMPETITION BOULDER** - Graz  
**MOMENTUM BOULDERS** - Wimbash & Gratz  
**AUSTRIA GLIMBING EVENT** - Innsbruck

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 **BELGIUM**

**HALL 9** - Vilvoorde  
**MONK** - Hasselt  
**PINK PEAKS** - Grimbergen

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 **BULGARIA**

**SPORT HALL EUROPA** - Sofia  
**BONSIST** - Sofia  
**SPORT CENTER EUROPE LULIN** - Sofia  
**HRISTO BOTEV SCHOOL** - Lakatnik  
**BALKAN BOULDERS WALL** - Sofia  
**BALKAN OUTDOOR WALL** - Sofia

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 **FRANCE**

**ALPABLOC** - Bourgoin-Jallieu  
**ATOM** - Annecy  
**BLOCOAST** - Hossegor  
**BLOC ZONE** - Yezur  
**SPACE BLOC** - Sillingy

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 **HUNGARY**

**KOPLING RESORT & SPA** - Alsópáhok

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 **ISRAEL**

**FREE CLIMBING** - Jerusalem

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 **ITALY**

**SCHOOL ITALY** - Borgo a Mozzano  
**MANOPIEDE** - Piancognio  
**URBANWALL** - Milano

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 **NETHERLANDS**

**MONK** - Hilversum  
**MONK** - Rotterdam

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 **PORTUGAL**

**THE WEST CLIMBING** - Peniche

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 **SPAIN**

**SARMA CLIMBING GAVA** - Barcelona  
**INDOORWALLS GRANOLLERS** - Barcelona  
**BLOCK DISTRICT** - Barcelona  
**ROCKOPOLIS** - Pamplona  
**ROCKART** - Banollers  
**SHARMA CLIMBNG BCN** - Barcelona  
**BDN CLIMB** - Badalona  
**BOULDER PLANET** - Valles  
**CAL MICO** - Girona  
**AMAYA** - Pamplona  
**INDIAN ROCK** - Santander  
**KLIMB ZARAUTZ** - Gipuzkoa  
**EL PATI VERTICAL** - Manresa  
**LES AGULLES** - Esparreguera

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 **SWITZWERLAND**

**BOUBA AG** - Baden  
**NO GRAVITY** - Pont (Veveysse)  
**LE MOLL SA** - Geneve  
**L'ENTREPÔT** - Bulle

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 **UAE**

**GEMS** - Dubai  
**MAGIC PLANET** - Dubai  
**NEKHEEL MALL** - Dubai  
**ROCK REVOLUTION** - Dubai

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 **UNITED KINGDOM**

**BIG ROCK HUB** - Milton Keynes  
**LEVEL 35** - London  
**UNIT 65** - Mansfield

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 **IRELAND**

**THE WALL** - Dublin



# BARCELONA

Spain

## SHARMA CLIMBING GAVA [sharmaclimbinggava.com](http://sharmaclimbinggava.com)

3500 sq.m. indoor climbing walls  
made of plywood

Lead & Top Rope walls  
Boulder walls  
Speed wall  
Auto-belay / Beginners walls  
Kids Boulder zone







SHARMA

SHARMA CLIMBING SCHOOL









DREAMWALL | From Climbers to Climbers



DREAMWALL | From Climbers to Climbers







**BADEN**  
Switzerland

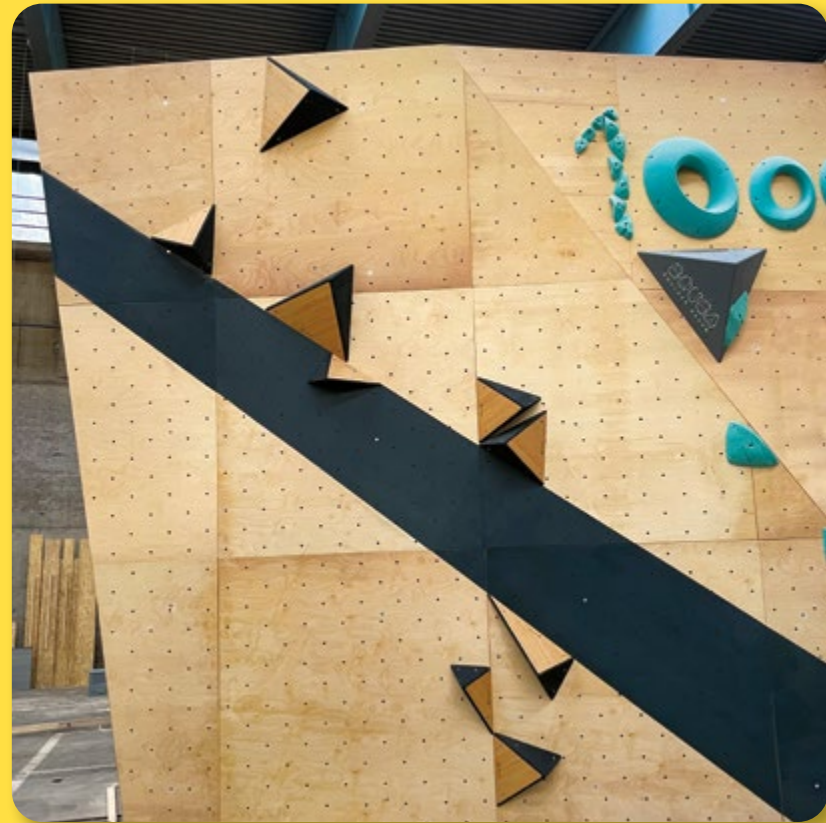
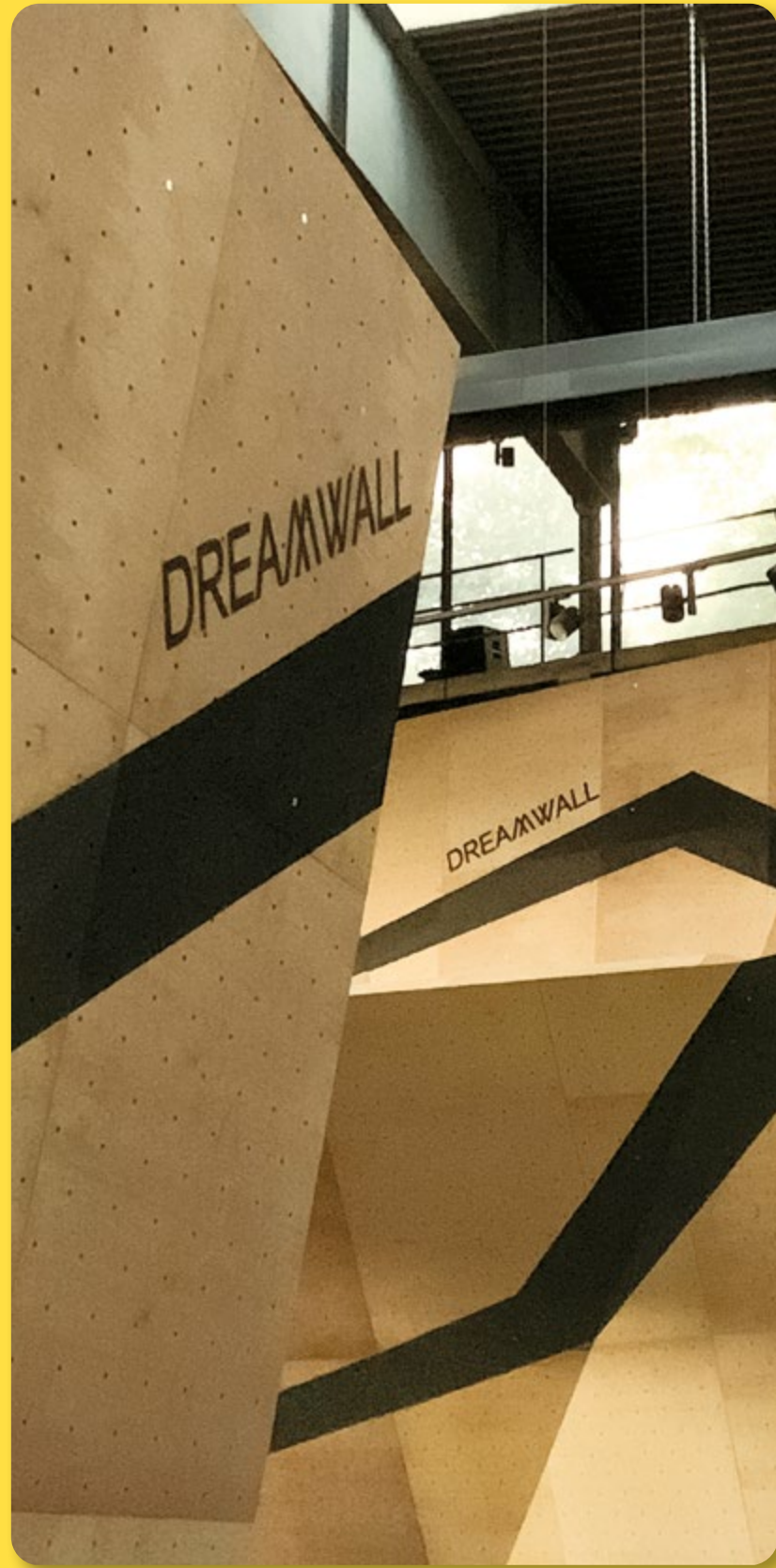


**BOUBA**  
boulder-baden.ch

1300 sq. m. of plywood panels  
with transparent texture







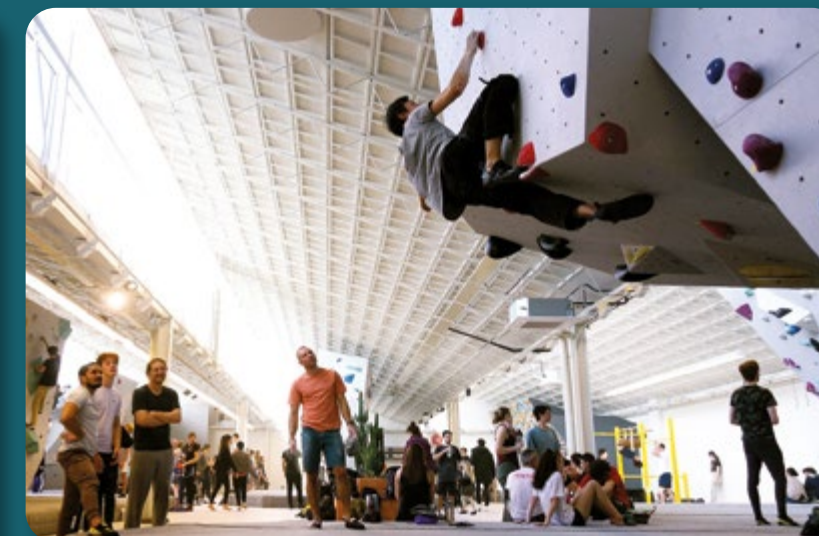


# HILVERSUM

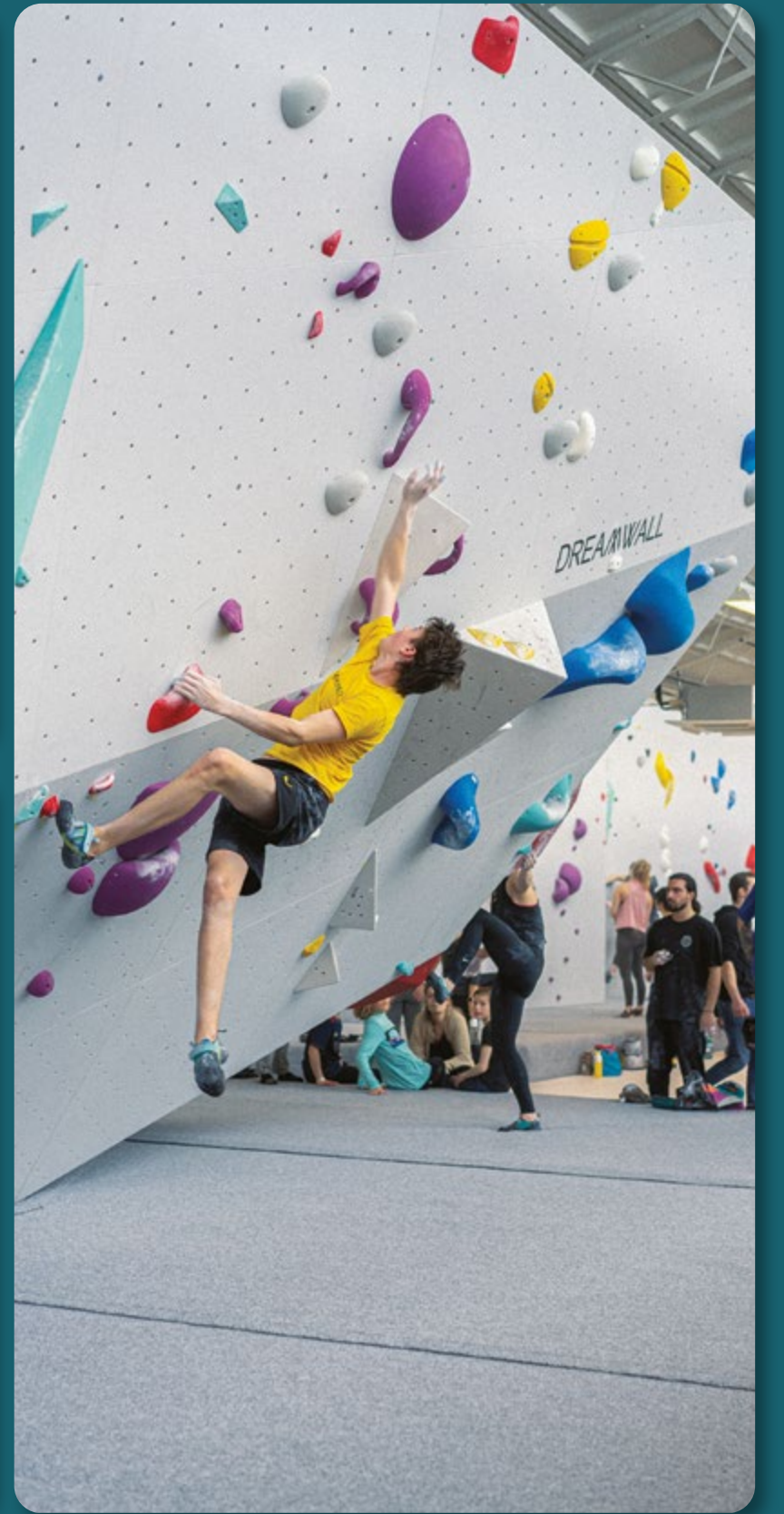
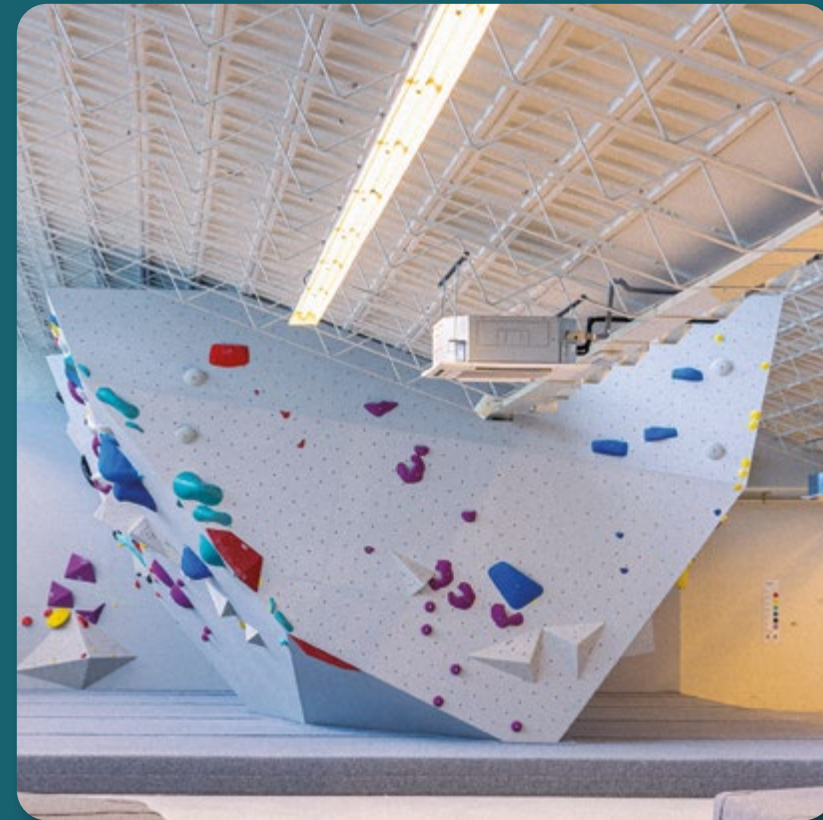
Netherlands

**MONK**  
monk.nl/hilversum

820 sq.m. Boulder walls









# VILVOORDE

Belgium

## HALL 9 hall9.be

750 sq.m. indoor climbing walls

- 200 sq. m. Lead walls
- 400 sq.m. Boulder walls
- 104 sq.m. Kids area
- 50 sq.m. Spray wall
- 10 Auto-belays





# GRIMBERGEN

Belgium

## PINK PEAKS pinkpeaks.be

1100 sq.m. indoor climbing walls

707 sq. m. Lead walls  
305 sq.m. Boulder walls  
104 sq.m. Kids area  
Kilter Board  
Mezzanine  
4 Auto-belays

Flipp Boulder Mats  
and Rope wall pads







DREAMWALL









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# HASSELT

Belgium

**MONK**  
monk.nl/hasselt

600 sq.m. Boulder walls





**BIG ROCK HUB**  
bigrockclimbing.com

653 sq.m. indoor climbing walls

180 sq. m. Boulder walls  
113 sq.m. Lead walls  
243 Redesign and reconstruction  
of existing walls & Replacement of  
117 sq.m. climbing wall panels













# LONDON UK

## LONDON SKYSCRAPER

Financial Institution Private  
Office, London, UK

93 sq.m. Boulder walls





**VALLES**

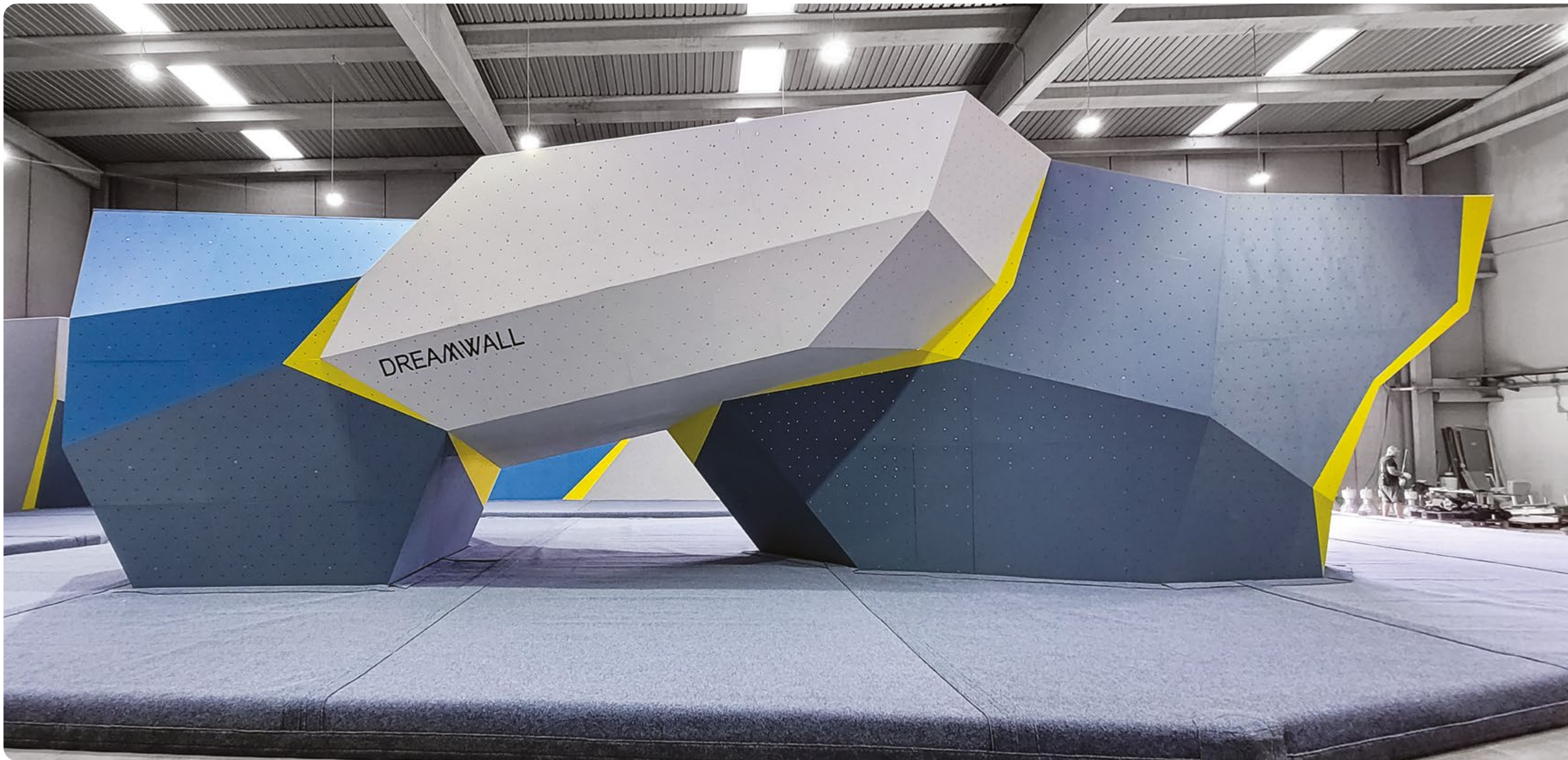
Spain

**BULDER PLANET II**

[bulderplanet.com](http://bulderplanet.com)

580 sq.m. indoor climbing walls  
made of plywood

Boulder walls  
Flipp Boulder Mats









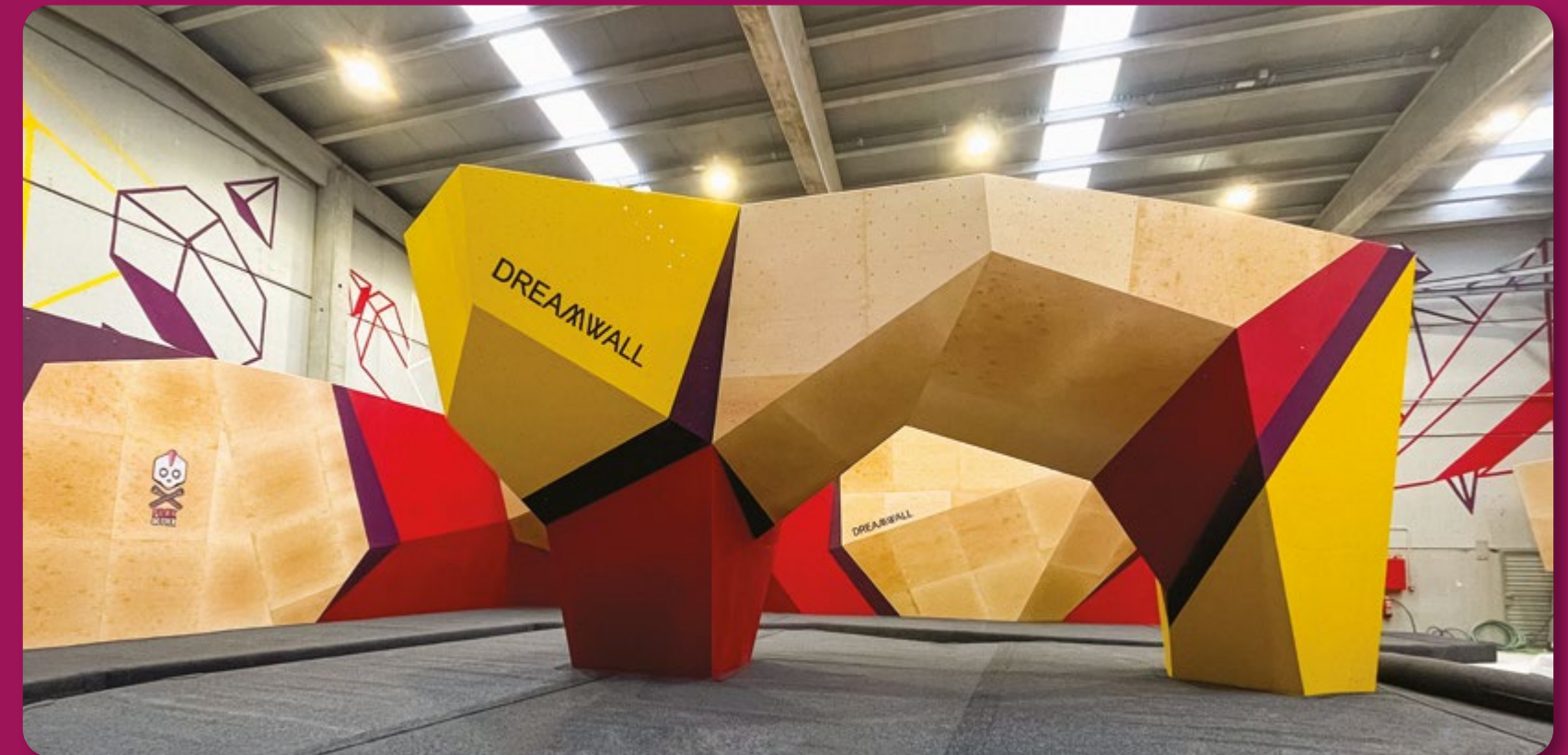
# BANOLLERS

Spain

## ROCK ART rockart.cat

350 sq.m. indoor climbing walls  
made of plywood

Boulder walls with Arch  
Training wall  
Flipp Boulder Mats







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# GIRONA

Spain

## CAL MICO calmico.cat

200 sq.m. rope walls

Boulder wall  
Killter Board

Flipp Climbing mats





**YEZUR**  
France



**BLOC ZONE**  
bloc-zone.fr

400 sq.m. indoor climbing walls

400 sq.m. Boulder walls  
Flipp Boulder mats





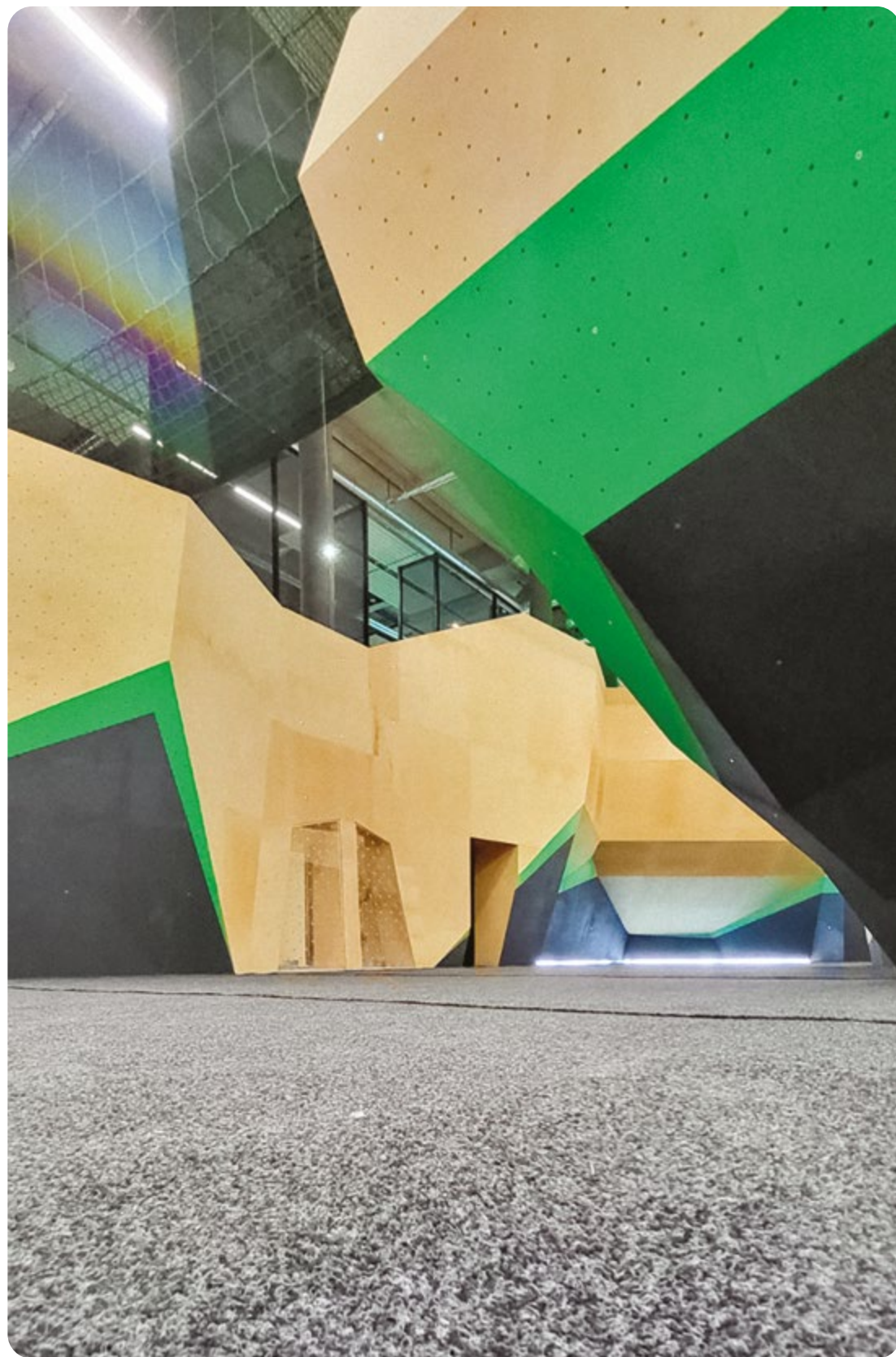
# GENEVE

Switzerland

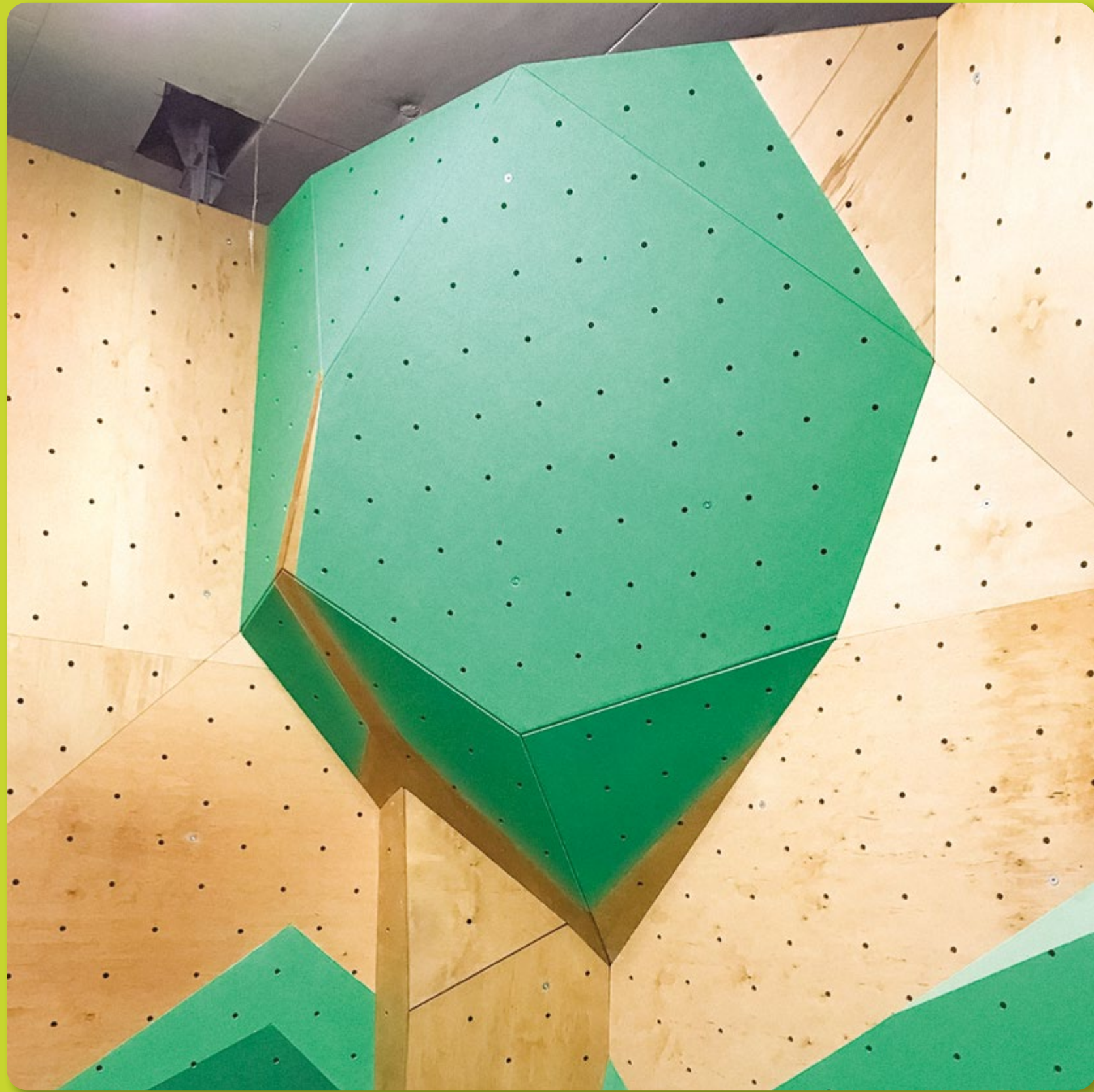
## LE MOLL SA lemoll.ch

1250 sq.m. indoor climbing walls

1000 sq.m. Boulder walls  
100 sq.m. Kids area with a bridge  
and a slide  
Kilter Board  
Flipp Boulder mats







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# BARCELONA

Spain

## SHARMA CLIMBING BCN

sharmaclimbing.com

500 sq.m. indoor climbing walls  
made of plywood

Renovation and reconstruction of  
800 sq.m. of existing walls

Lead wall  
Boulder walls  
Flipp Boulder Mats













# ANNECY

France

## ATOME

[atome-annecy.fr](http://atome-annecy.fr)

620 sq.m. indoor climbing walls  
made of plywood

Boulder walls  
Kilter Board and Training walls  
Kids Boulder zone  
Flipp Boulder Mats







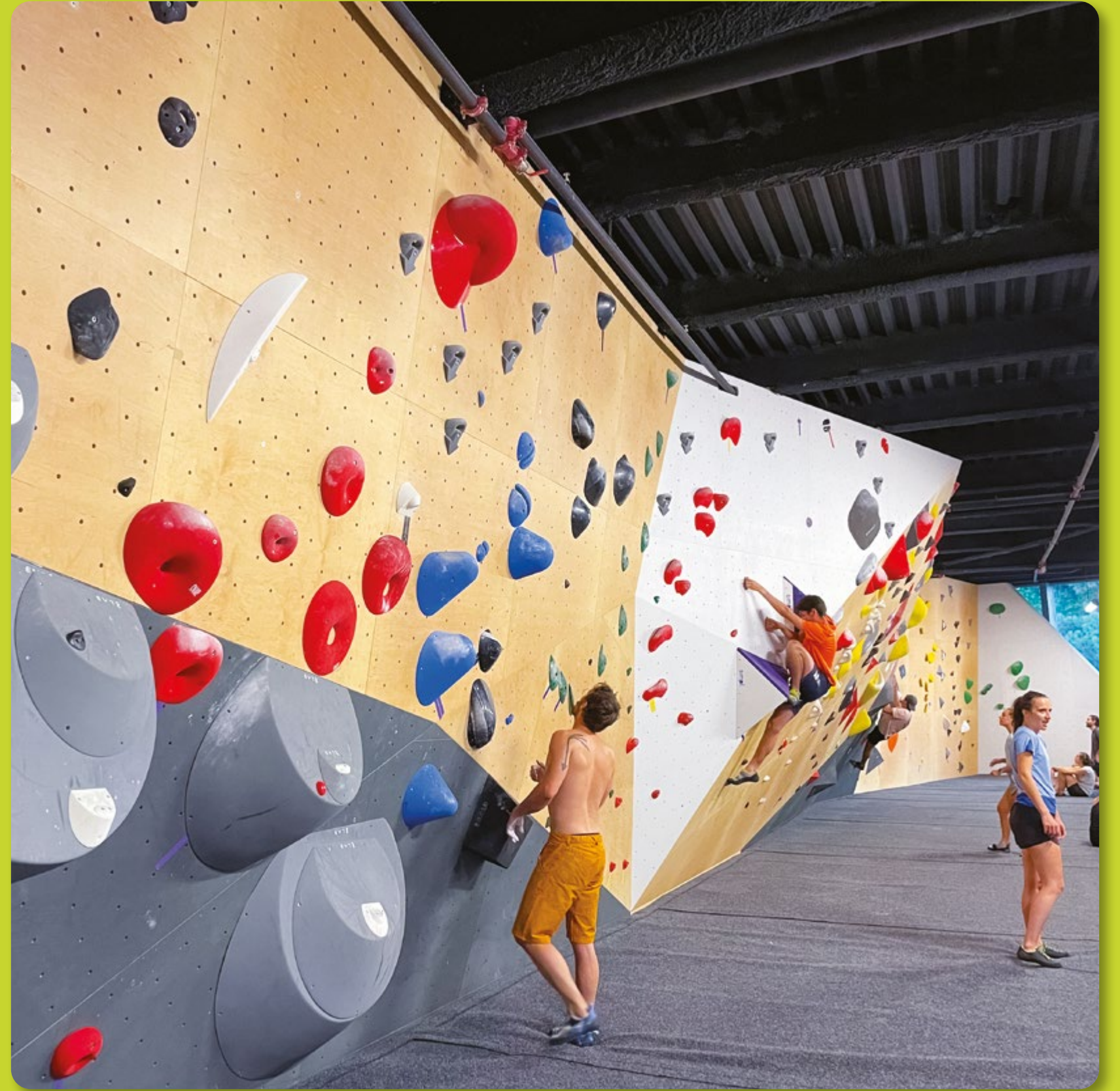






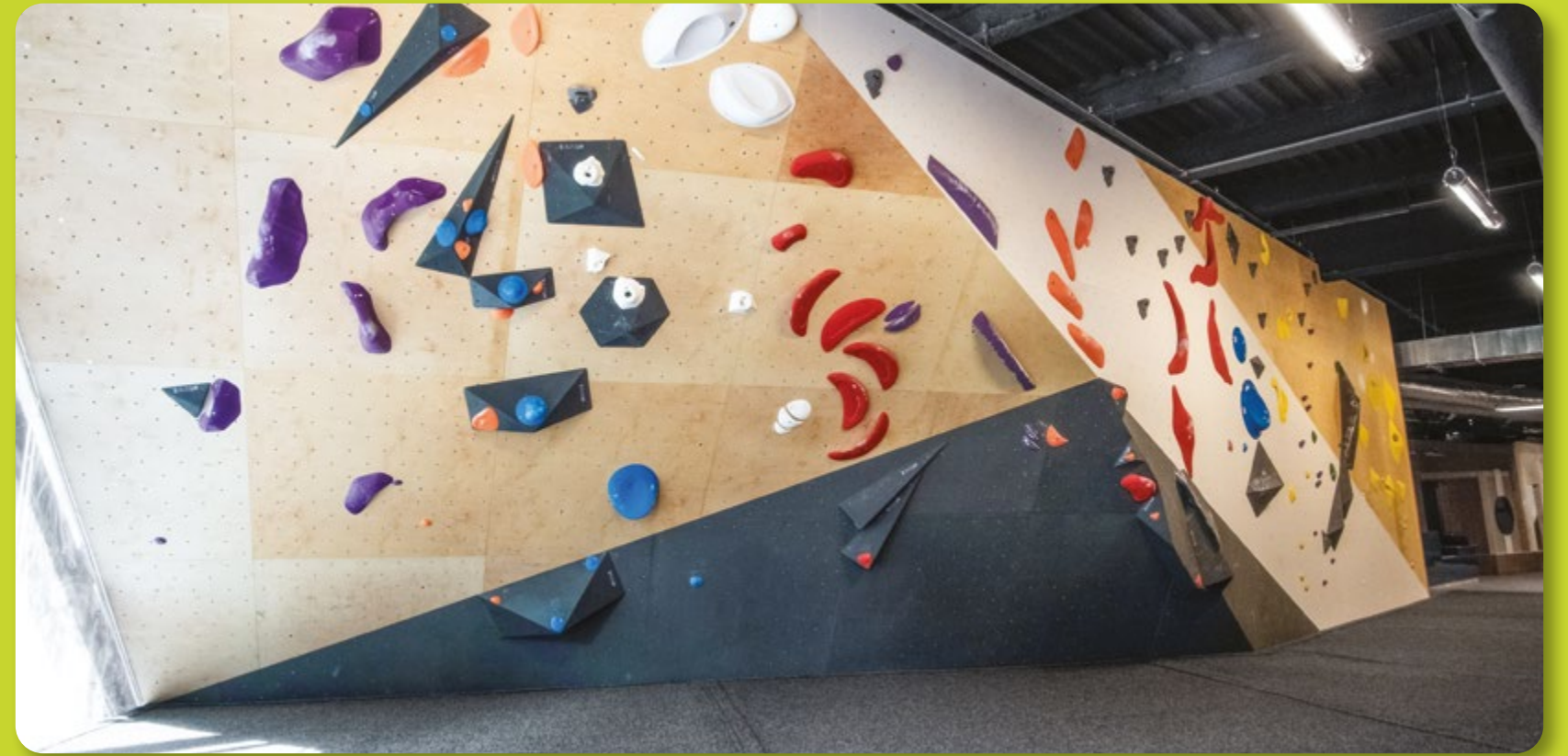


DREAMWALL | From Climbers to Climbers



DREAMWALL | From Climbers to Climbers







# GIPUZKOA

Spain



## KLIMB ZARAUTZ

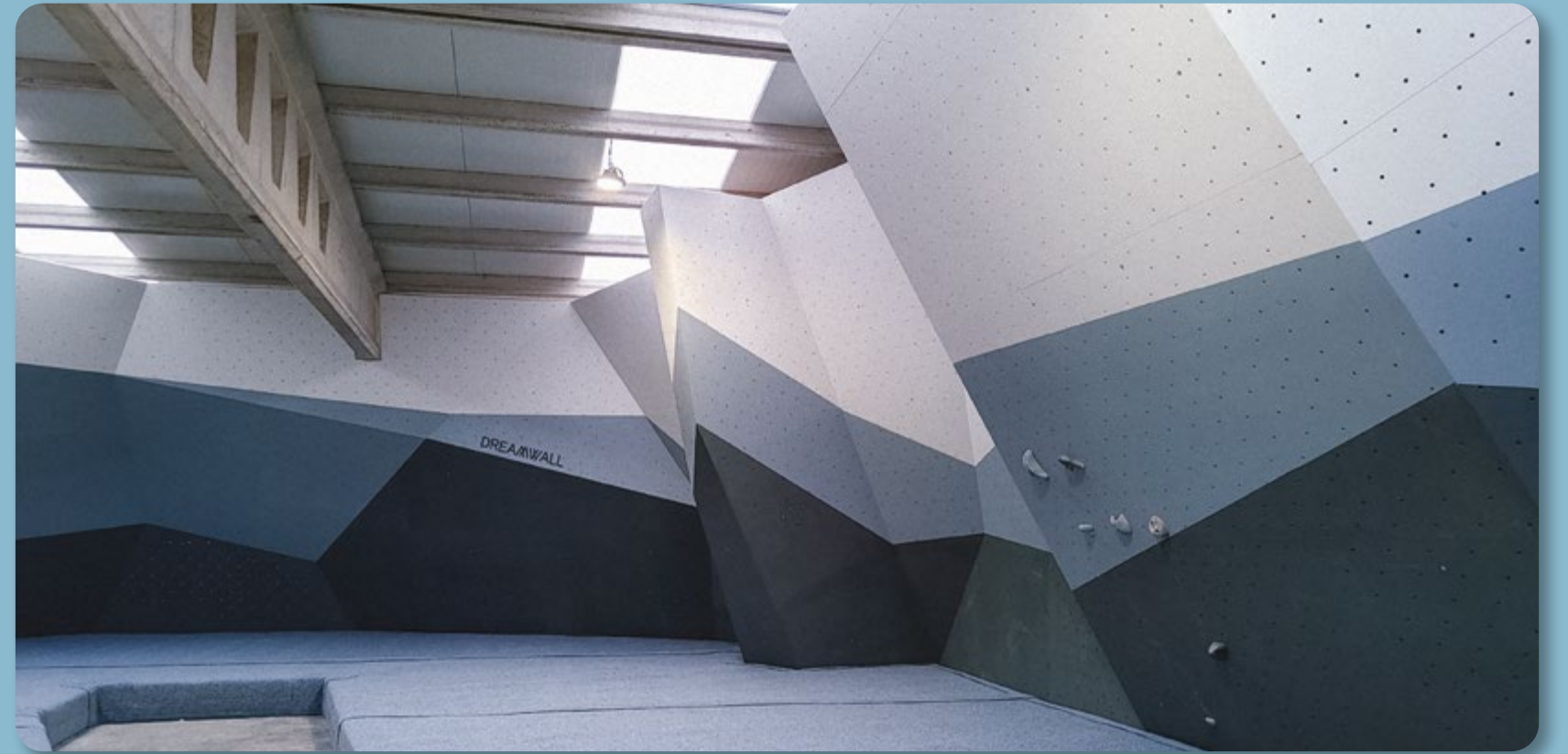
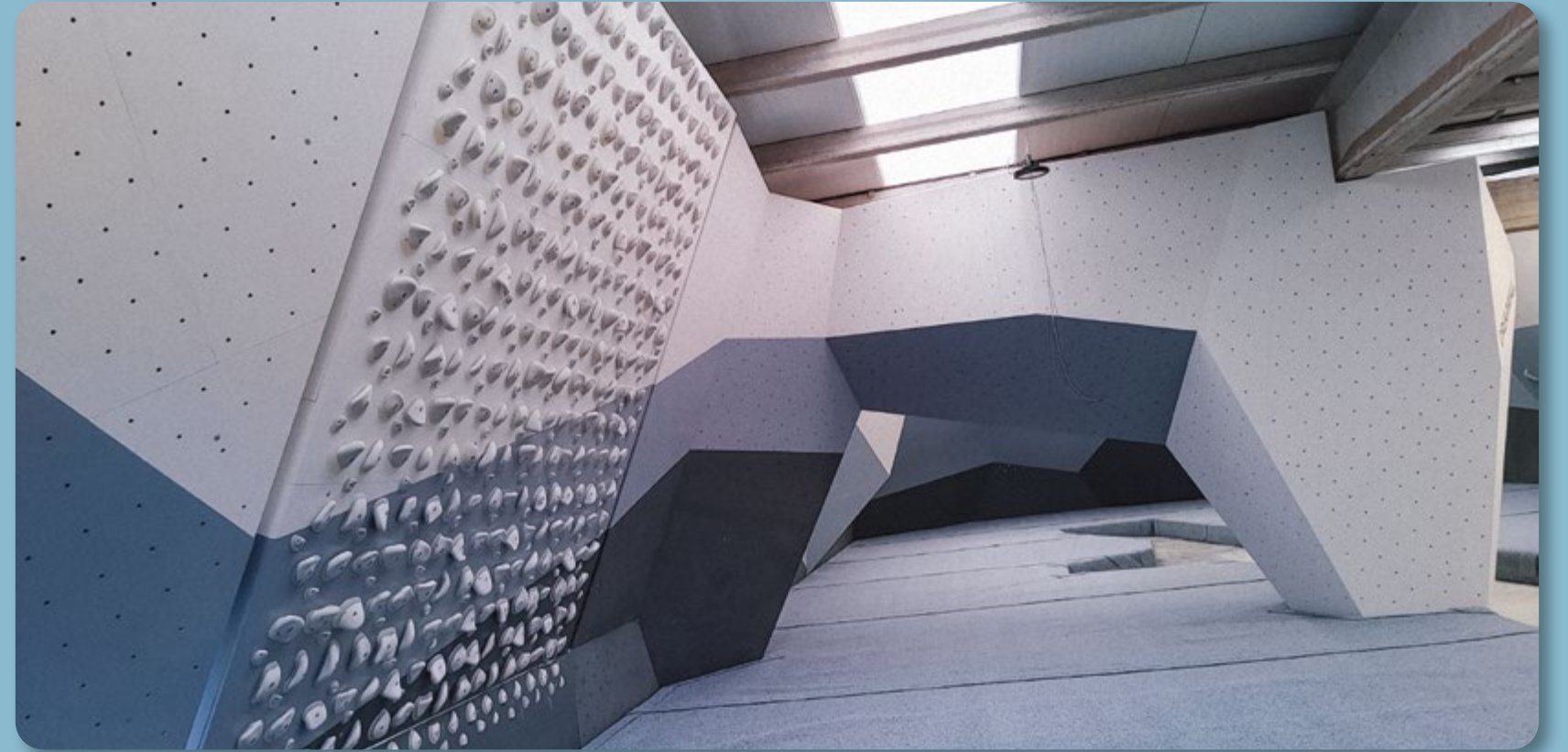
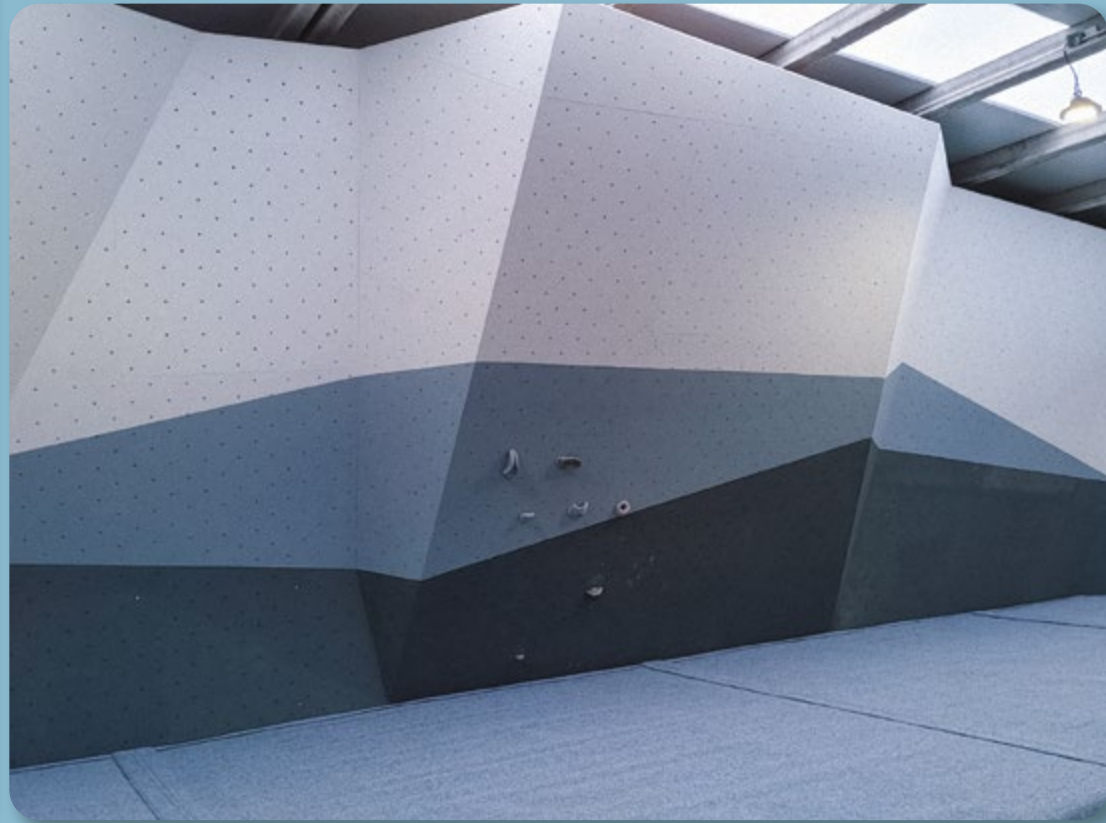
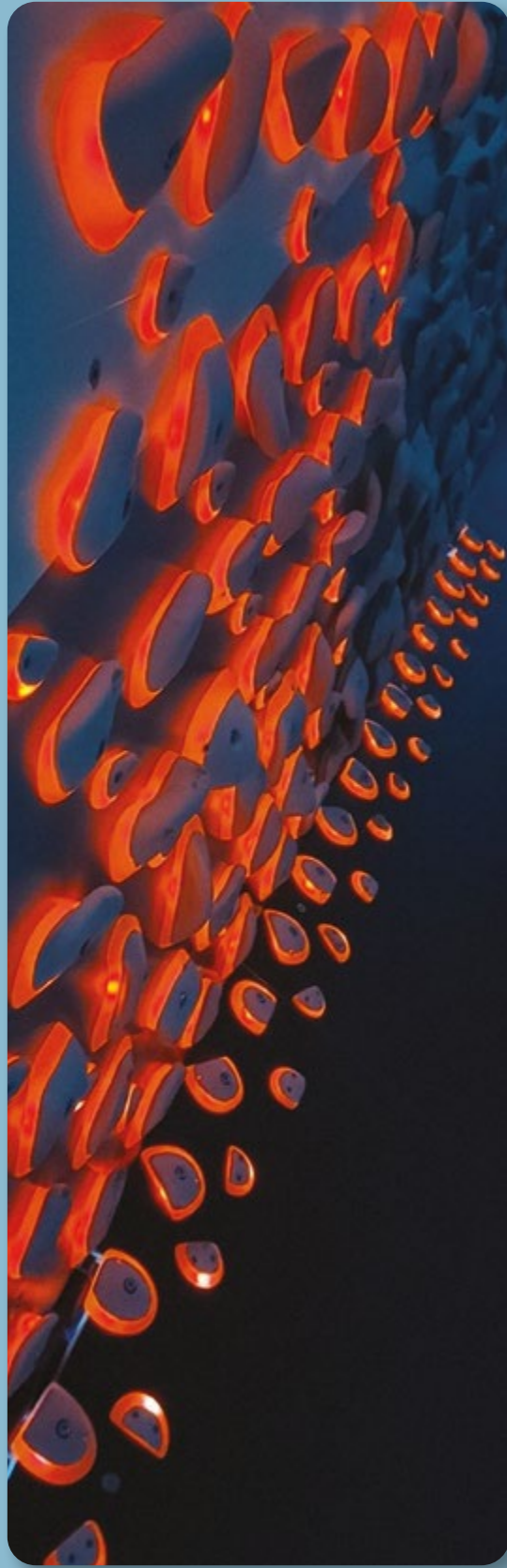
[klimbzarautz.com](http://klimbzarautz.com)

400 sq.m. indoor climbing walls

380 sq. m. Boulder walls  
Campus Board  
Killter Board  
Flipp Boulder Mats









# SANTANDER

Spain



## INDIAN ROCK

indianrock.es

150 sq.m. indoor climbing walls

130 sq. m. Boulder walls  
Tension Board  
Campus board



# BARCELONA

Spain

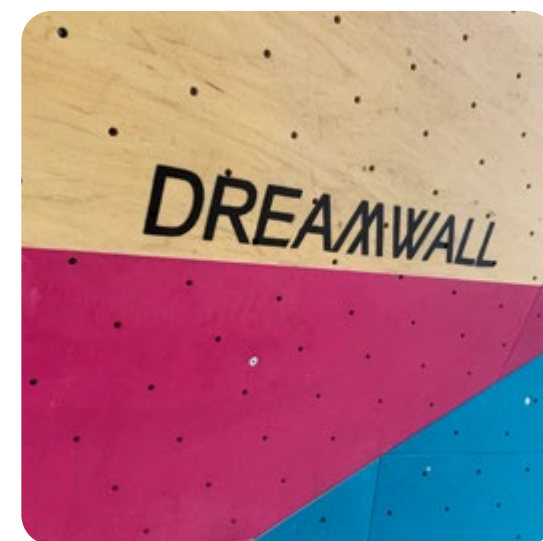


## BLOCK DISTRICT

bloccdistrict.com

160 sq.m. indoor climbing walls  
made of plywood

Boulder Walls  
Custom made Plywood Volumes





# BADALONA

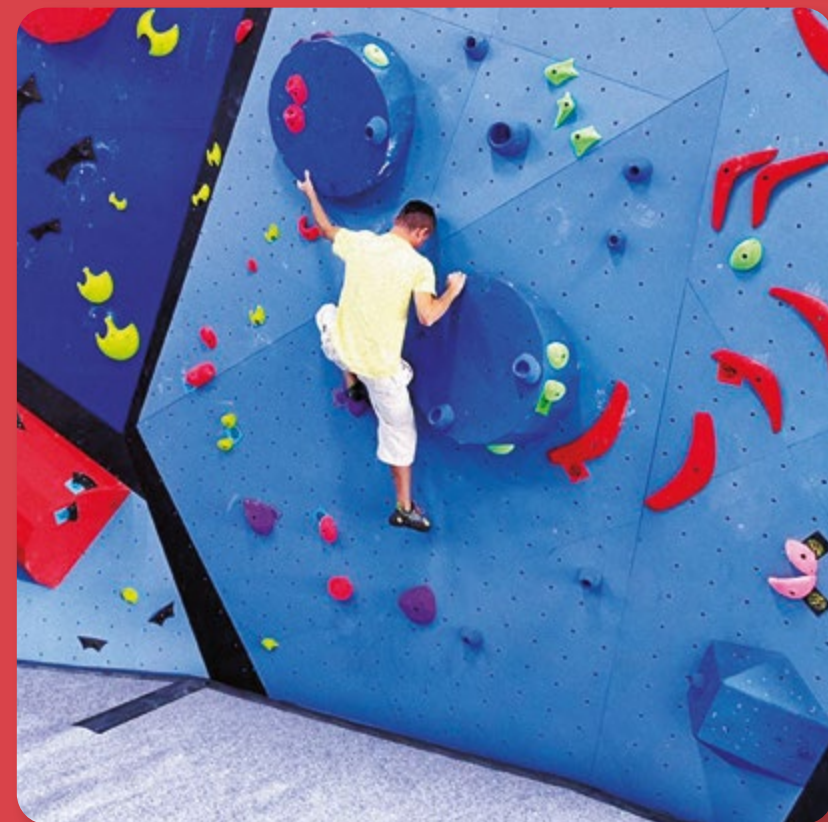
Spain

**BDN CLIMB**  
bdnclimb.com

340 sq.m. of newly Boulder walls  
and 360 sq.m. Kids Boulder walls

2 Tunnel Slides  
and Suspended Bridge

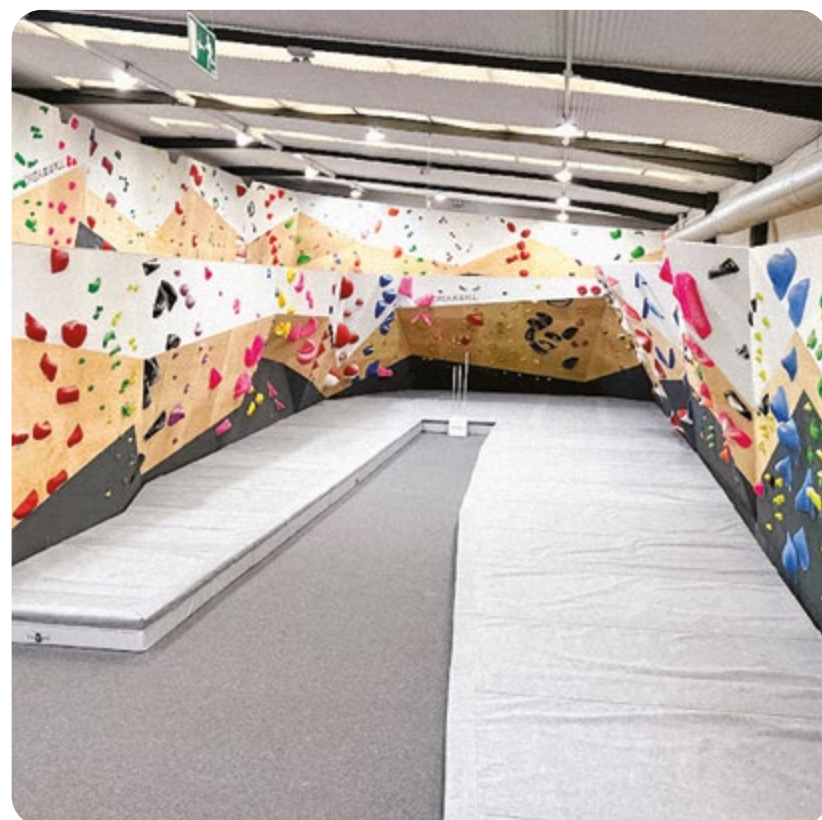
Reconstruction  
of existing boulder wall





# PAMPLONA

Spain



## ROCOPOLIS

rocopolis.com

500 sq.m. indoor climbing walls  
made of plywood

Boulder walls on two levels  
Flipp Boulder Mats





# PENICHE

Portugal

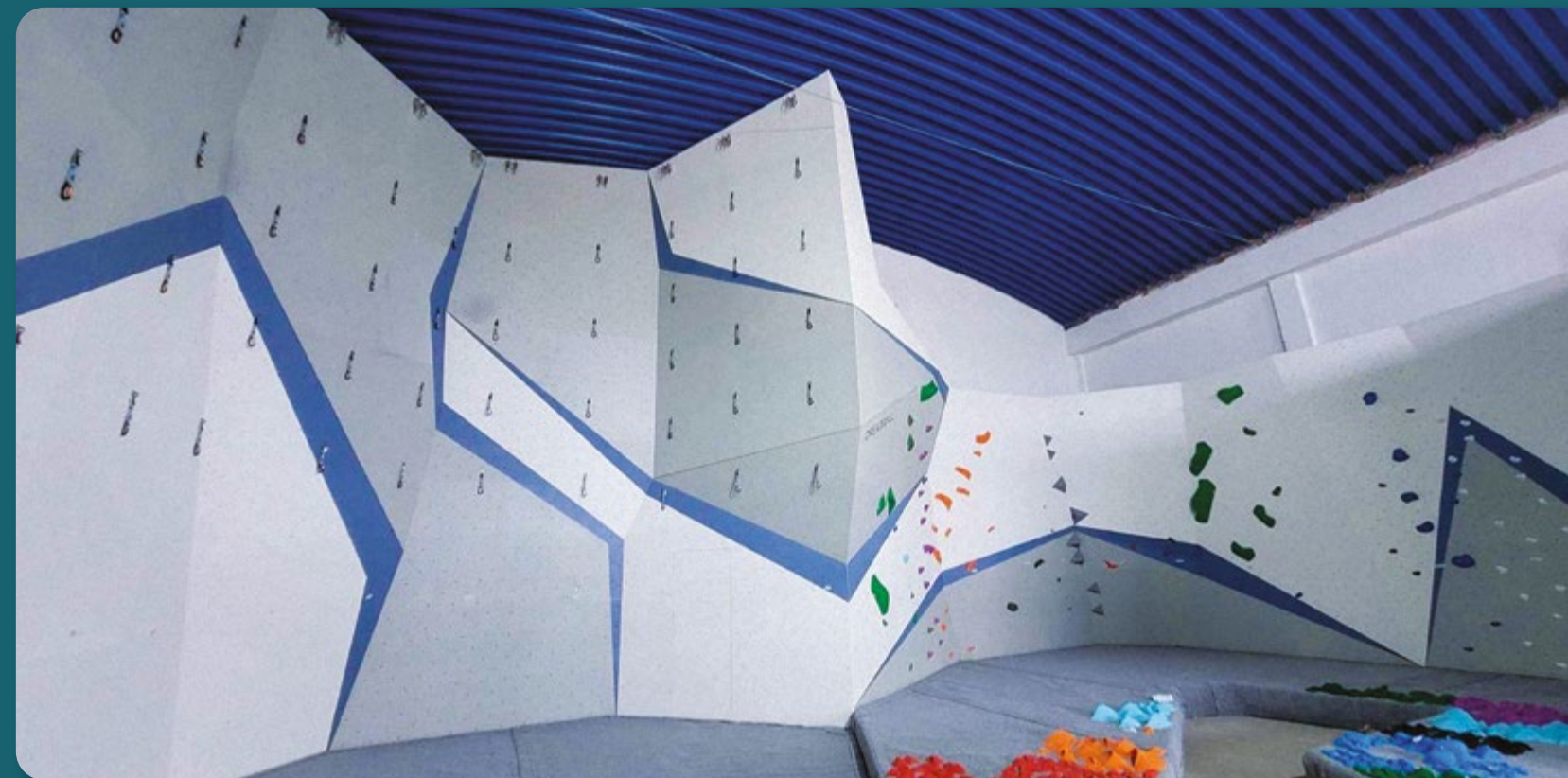
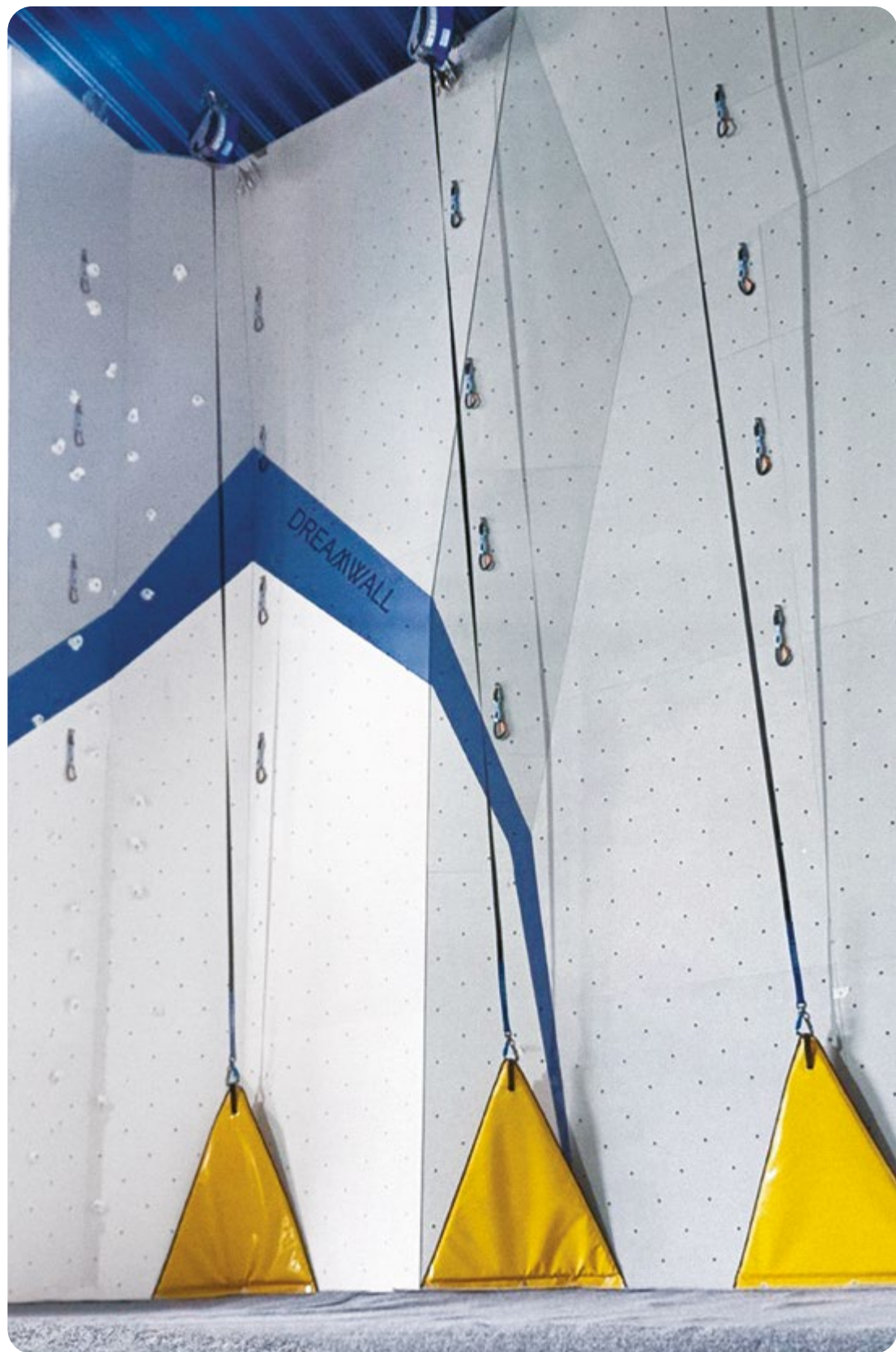
## THE WEST CLIMBING

300 sq. m. indoor climbing walls

Auto-belay wall

Boulder walls

Flipp Boulder Mats





# HOSSEGOR

France



## BLOCOAST

blocoast.com

450 sq.m. indoor climbing walls  
made of plywood

Boulder walls





**BOURGOIN-  
JALLIEU**  
France



**ALP A BLOCK**  
alpabloc.fr

570 sq.m. indoor climbing walls  
made of plywood

Boulder walls  
Kids Boulder zone  
Flipp Boulder Mats





# MILANO

Italy

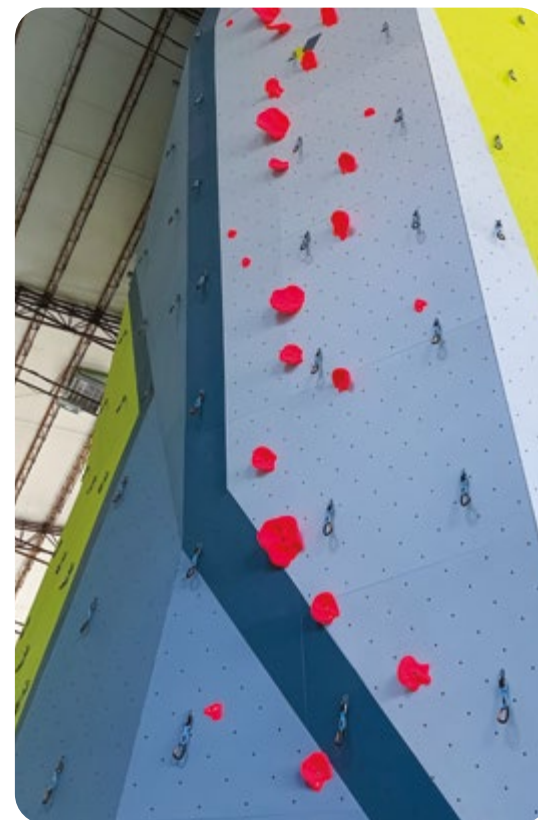
## URBANWALL

urbanwall.it

460 sq.m. Self-Standing Lead Climbing Tower

TruBlue Speed Auto belays  
Speed wall  
Reconstruction of a Boulder wall

430 sq. m. Lead climbing wall - complete redesign and reconstruction of existing wall









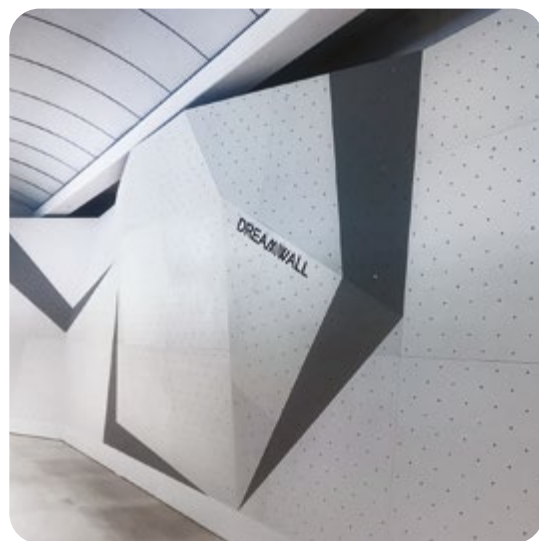
# PIANCOGNIO

Italy

**MANOPIEDE**  
manopiede.com

320 sq.m. indoor climbing walls

made of plywood  
Boulder walls



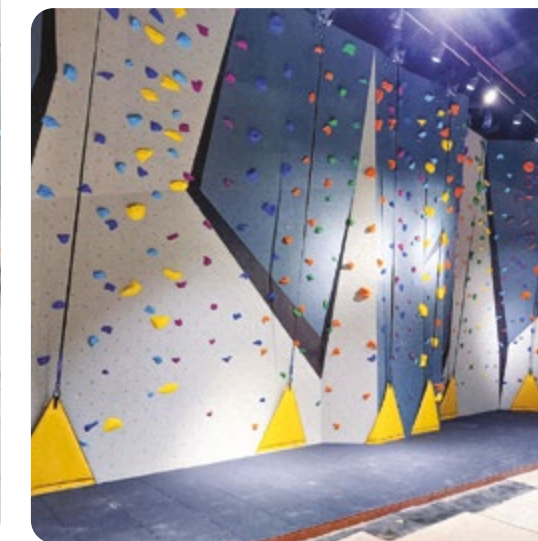
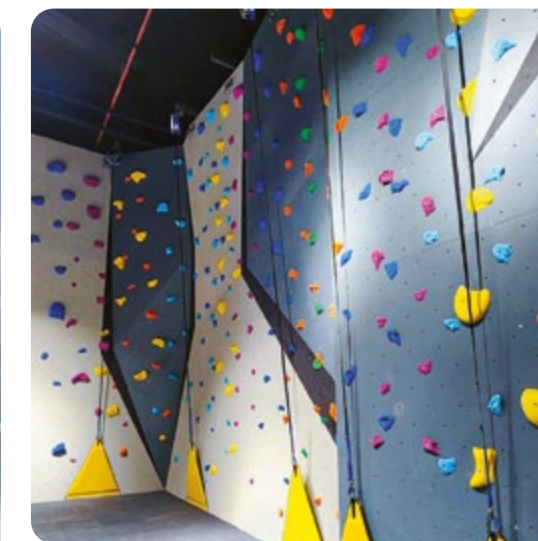
# DUBAI

UAE

**NEKHEEL MALL,  
PALM JUMEIRAH**

165 sq. m. Rope walls

8 Auto-belays  
Holds & Volumes





**SOFIA**  
Bulgaria



**SPORT CENTER  
EUROPE**

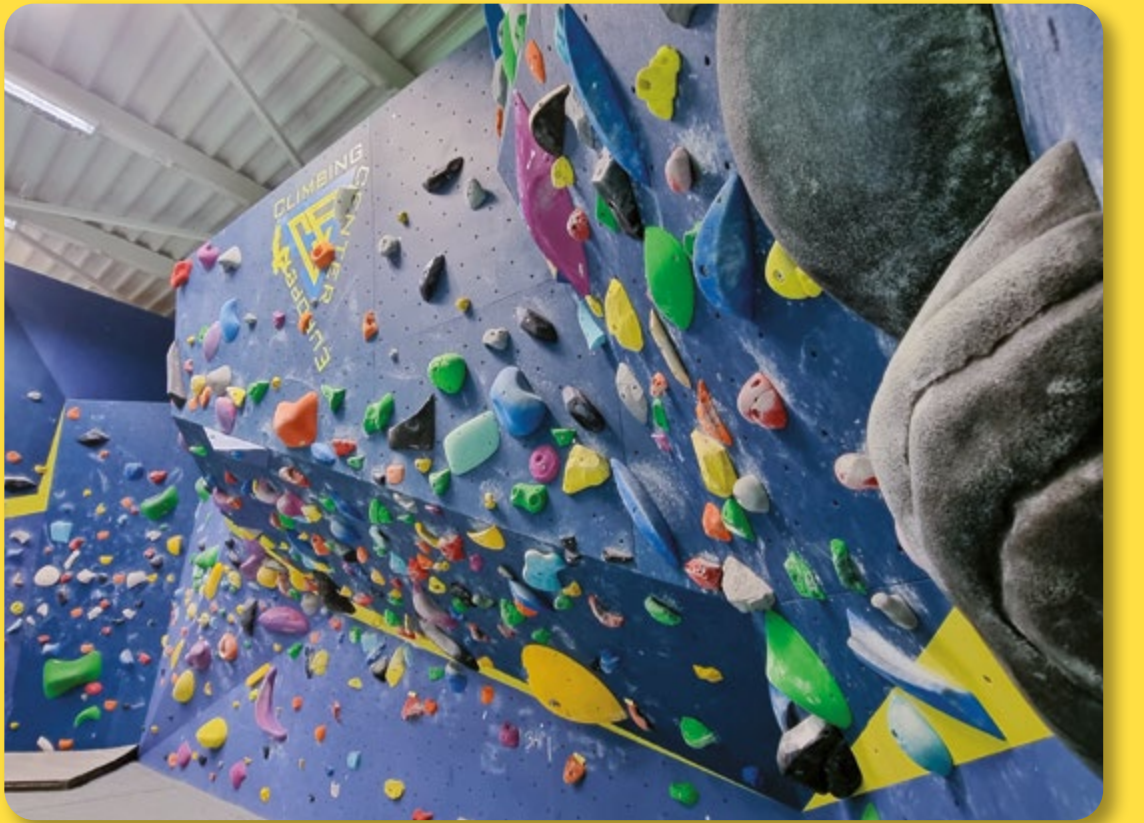
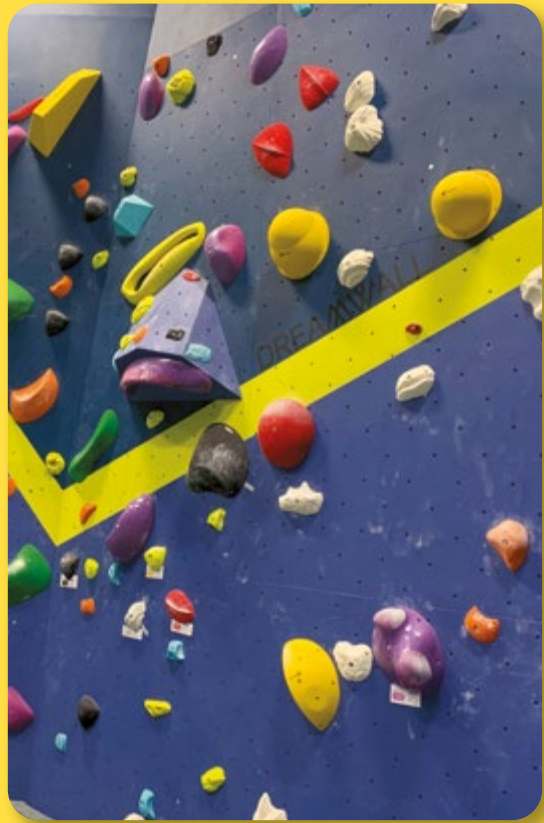
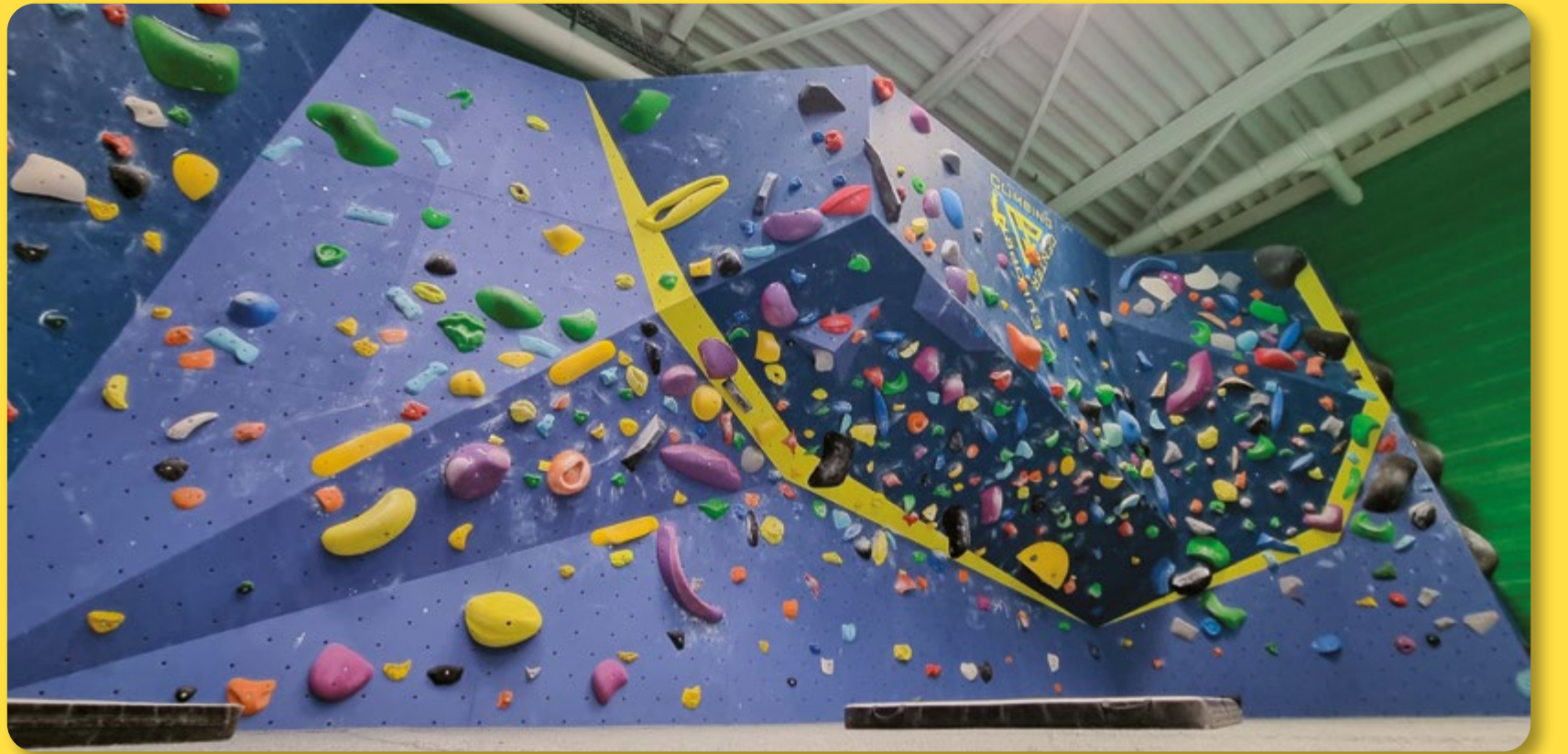
[sportcentereurope.bg](http://sportcentereurope.bg)

1100 sq.m. indoor climbing walls  
made of plywood

- Lead walls
- 45 Auto-belays
- Boulder wall
- Training wall
- Flipp Boulder and Lead Mats









**SOFIA**

Bulgaria

**SPORT CENTER EUROPE  
LULIN**

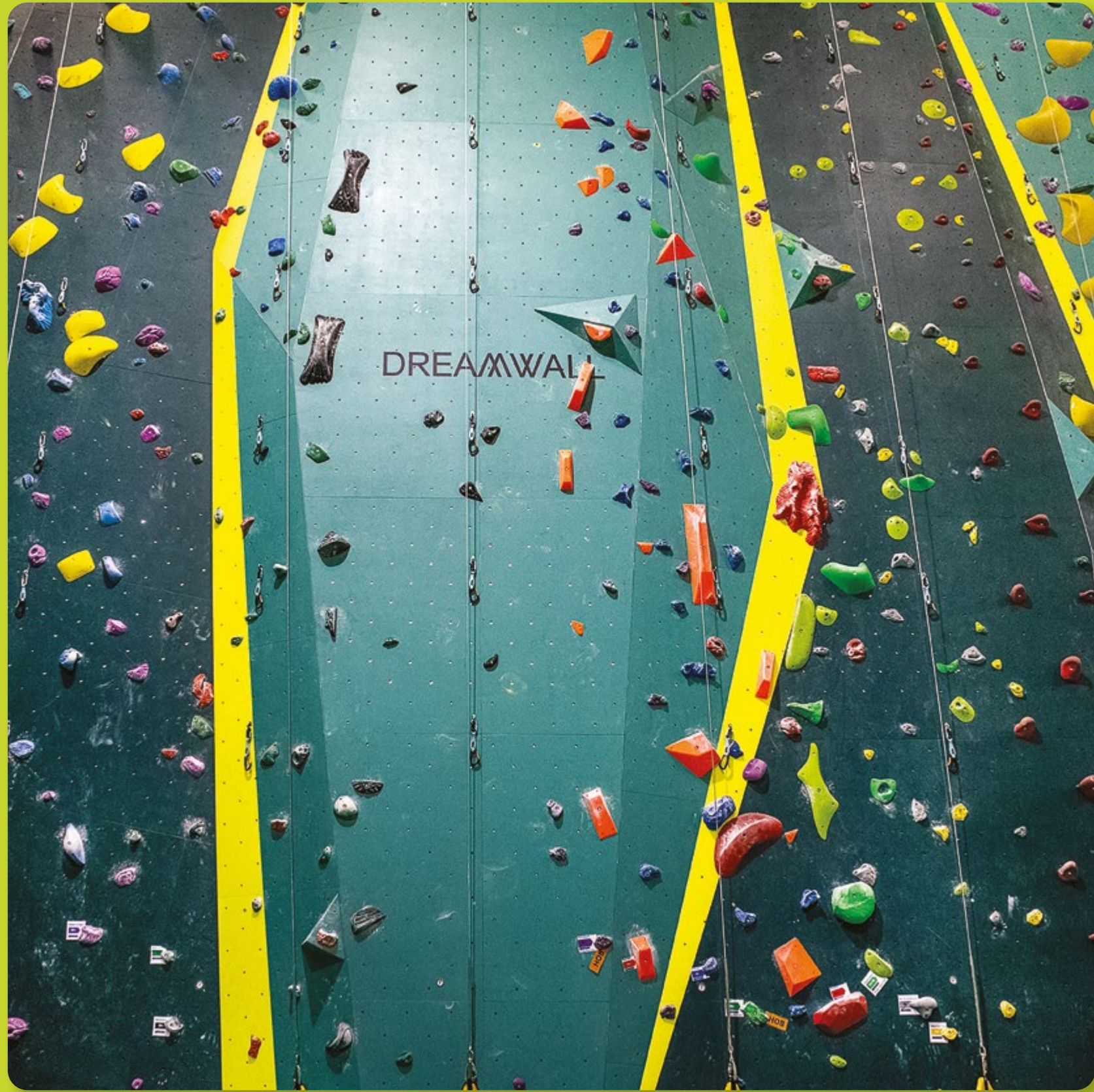
[sportcentereurope.com](http://sportcentereurope.com)

800 sq.m. indoor climbing walls  
made of plywood

42 Auto-belays  
Flipp Mats









**ISCHGL**  
Austria

**ISCHGL**  
ischgl.com

180 sq.m. outdoor boulder,  
Made of glass reinforced panels,  
Supported with a hot-dip  
galvanized steel structure.



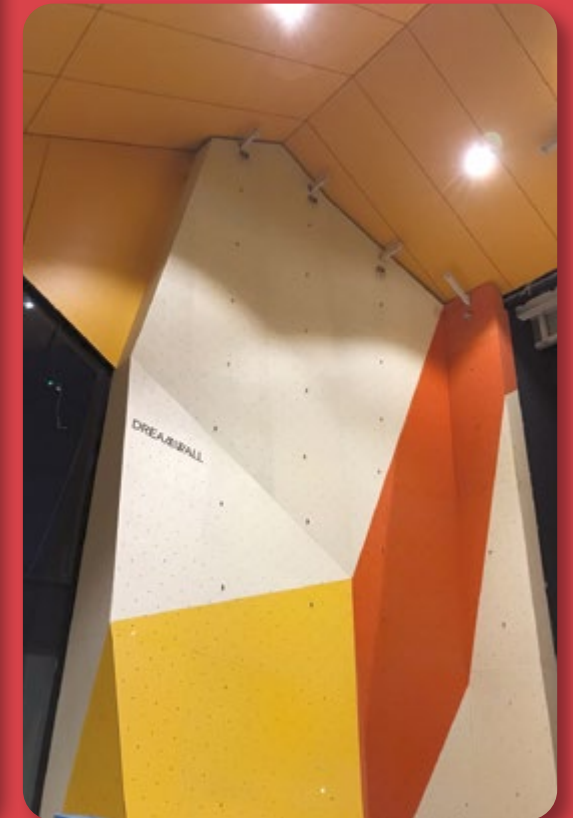


# ALSÓPÁHOK

Hungary

## KOLPING HOTEL kolping.hotel.hu

140 sq.m. of outdoor climbing wall, made of water-resistant plywood panels, supported with a HDG steel structure.





# GRANOLLERS

Spain



## INDOORWALL

[indoorwall.com](http://indoorwall.com)

137 sq.m. boulder walls,  
Made of weather-resistant  
Plywood panel, supported  
With a HDG steel structure.



# BORGOMAZZANO

Italy

## INSITUTO COMPRESIVO PAPA GIOVANNI XIII

[icpapagiovanni.edu.it](http://icpapagiovanni.edu.it)

26 sq.m. of climbing walls  
made of plywood panels.





05





# STORIES

From the Kitchen and the Heart

# 05

Join us on a story of challenges, small and big victories, great people, and great causes. This is who we are below the surface, and what brought us where we are today.



# IT ALL STARTED WITH A DREAM

In the founding days of Dreamwall, we embarked on a challenging journey, armed with little more than dreams and ambition. We were lucky to receive enormous support from many friends who believed in us, making it possible to turn our goal into reality.

Our story is a classic - founders with great experience gained in the years decided to one day follow a path of their own. It was a cliché by the book - so ordinary, yet extraordinary in our belief that things could be done better.



# THE FIRST PROJECT: A JUMPING START



At the start, what fuelled us was our courage. We were firm believers that we had something special to offer, and we managed to overcome our fears and find a way to make it work. Our first project was a climbing gym for Chris Sharma - with 3500 sq.m. of climbable area and one of the most respected climbers in the world as our first client, it was a challenge we were eager to handle.

This launching project took everything we had - all of our efforts, resources, and experience came together to create a state-of-the-art climbing hall that could compare to some of the largest-scale projects worldwide. The project was a great success, and our hearts were filled with gratitude for our ambitious team that made it possible, and for the Sharma Family and countless friends who trusted us to the fullest.



# TOOLS, TENACITY, AND TRIUMPH: BUILDING DREAMWALL BRICK BY BRICK



In the early months, we had to rely on hobby tools from our garage, a couple of new, but cheap manual tools, and endless resourcefulness on how to make our work possible with less. Our first HQ and meeting room was our humble kitchen, where we would gather to discuss, brainstorm, and make up new ideas.

Our initial investment - help from a generous friend, was just enough to cover the bill for a quality paint job ventilation to ensure a

safe working environment. From the very start, we did everything by hand - every nook and cranny of those first few climbing walls was crafted rigorously by our team of talented craftsmen.

Little by little, as new projects came in, we were able to invest in better equipment. By the beginning of our second year, we could see the first signs of process automation coming to life. Day by day, our bold dreams for Dreamwall became a reality.

# HAPPY FIRST BIRTHDAY DREAMWALL

At the end of year one since Dreamwall came to be, we had 9 successful projects behind our back. Nine happy clients, and countless happy climbers later, we knew that we had what it takes to continue on this adventure.

As we attended our first exhibition, we came to a sudden realization - people know us, like us, and support us. We were blessed by a wave of positive feedback, encouraging pats on the back, and countless supportive smiles. That is when we knew that what we do truly matters.





# A TRUCK FULL OF DREAMS

As all drivers, we have always been annoyed by the big trucks on the road - they make the worst of traffic, and their drivers often seem careless and arrogant... However, once we loaded our first truck, our perspective shifted entirely. This vehicle, carrying the first climbing hall we have ever produced, made us feel proud and happy beyond comparison. From then on, we could never look at a truck in the same way.

Suddenly, these vehicles became more than just metal on wheels. They transformed into carriers of our dreams - their engine's hum became a song of celebration for another project successfully completed. With each truck we sent out on the road, our Dreamwalls found a tangible form, reaching their intended destinations where they would come to life.





# DREAMWALLS' SPEED CLIMB

After year one, things started to accelerate. In our second year, we doubled our production capacity and grew our team significantly. By the end of the year, the space our workshop occupied barely fit our needs. We knew we would have to expand, and at the beginning of our third year, we signed our contract for our new home. We quickly got to equipping and automating our new manufacturing facility, and a couple of months later, we even had flowers on our windows.

# OUR NEW HOME

At the beginning of 2023, we signed a preliminary contract to acquire our new production plant. With a sprawling 18-acre space, 9 of which are built-up area, it fits our needs perfectly from the portal to the back exit. The perfect condition of the building and the modern installations tempted us - although this acquisition might be a big bite for this stage of our business, we had to make a leap forward.

When moving into our new facility, we managed to upgrade our equipment to increase capacity and meet our growing demand. As we prioritize a safe and friendly work environment, the exceptional ventilation and modern fire alarm system in the building were a perfect fit. Our current goal is to invest in further enhancements to make our production plant eco-friendly and to switch to green energy. We are putting great efforts and passion into making this dream of ours come to life.



# DREAMWALL'S HUMANS AND FURRY FRIENDS

Dreamwall found its home in the heart of Ihtiman, a town shadowed by high unemployment and inhabited largely by the struggling Roma community. This town, despite being just 40 km from the capital Sofia, is sadly flooded by tons of abandoned pets - a problem which is mostly overlooked by the local authorities.







## UNCLE GEORGI AND THE HEART OF GOLD

### CRAFTSMAN AND LEAD OF VOLUME PRODUCTION

Uncle Georgie, a testament to resilience, joined us after circumstances left him without a job or retirement benefits. It was during this uncertain time that he crossed paths with us, referred by another employee in search of employment. We made a decision driven by compassion; we hired him, not asking for his qualifications but recognizing the kindness in his eyes and his genuine eagerness to work.

Surprisingly, Uncle Georgi's previous career path had remarkably prepared him for the intricacies of our production processes. He had a lifetime of manual craftsmanship behind his back and quickly became one of our most skilled and motivated workers. He currently leads the volume production team, exceeding all expectations with the quality of his work and remarkable kindness.

## MEET ELENA, DREAMWALL'S ZOO PATROL

### ASSISTANT OF THE GENERAL MANAGER



Elly, or as we affectionately call her, our Zoo Patrol, has been an indispensable part of our team since the beginning. Apart from being exceptionally kind, responsible, and hard-working, she has a heart of gold. In every moment when she is not working, she dedicates her time and energy to rescuing pigeons, hedgehogs, cats, and any other animal in need of help. As an assistant manager, she takes care that production runs smoothly.



# PIPPA, KITTY, AND THE BOYS



## KITTY

The first member of our extended furry family, arrived in a pitiful state, battling a neurological disease that left her unable to hold her head up. Despite initially not knowing how to cope, our love for animals compelled us to step in. Over time, Kitty's remarkable transformation unfolded - now happy and healthy, she hunts mice and proudly presents them to us in the office. Her favorite spot? Nestling warmly on a visitor's lap, as proof of her newly-built trust for humans.



## DREAMWALL'S MIGHTY WOLFPACK

With the relocation to our new plant, we were greeted by an entire pack of dogs that were once cared for by the site's security team. Our bond with them didn't form instantly; it took time for us to understand their stories, and for them to trust us. Yet, they quickly became an integral part of our family. Meet Mecho, Metza, Goji, Mary, and Gushko - each with a unique tale of resilience and survival.



## PIPPA

A delicate soul, suffered at the hands of children who treated her as a toy. When we found her, she was dirty, trembling, and fearful. After a comforting bath, she transformed into a fluffy, lovable cloud. Within days, her shy personality disappeared and gave way to an affectionate and loving dog, turning her into a cherished member of our family.





## GUSHKO

He in particular, arrived with a severe wound, a painful reminder of past mistreatment. We joined forces with a local vet, conducting a delicate operation to heal his injury, and although he still maintains a cautious distance from people, he has come a long way on his journey to recovery.

## MAKING IHTIMAN A BETTER FOR OUR FURRY FRIENDS

Our commitment extends beyond our workspace; we actively support the local shelter in Ihtiman. If you wish to contribute to their noble cause of caring for the dogs in our town, you can do so by visiting their page. Together, we make a difference in the lives of these precious animals.

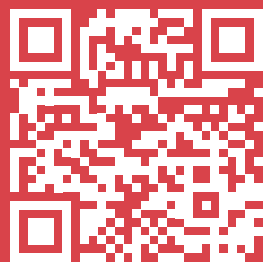




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